



PERSONAL CARE DIVISION

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**Advanced Educational Products, Inc.  
Personal Care Division**

**Response to Bid # 988  
Inmate Toothpaste**

**East Baton Rouge Parish Sheriff's Office**

*Advanced Educational Products appreciates the opportunity to bid for possible inclusion on the East Baton Rouge Parish Sheriff's Office bid for Inmate Toothpaste under contract No. 988. We feel that our company is particularly well suited to supply East Baton Rouge Parish Sheriff's Office under the terms and conditions in this solicitation. We base this on the fact that we have supplied the items specified in this bid in fulfillment of numerous Amenity and Hygiene Kit contracts (for 10+ years) and have over twenty years of experience in fulfillment of government contracts with our legacy products: books and media.*



PERSONAL CARE DIVISION

SIMPLY BETTER SERVICE

Advanced Educational Products, Inc. is a HUBZone Certified Small Business Concern offering publications, and hygiene and amenity products to public and private institutions worldwide since 1992. Our corporation main office and warehouse is located in Buffalo, New York. Our company offers a comprehensive suite of fulfillment services tailored to meet the needs of government and institutional customers and their demanding ordering and reporting requirements. We strive to provide superior customer service predicated on the assumption that procurement officials from institutions of all sizes want personalized relationships with their service providers. To that end, all AEP customers receive one-on-one assistance from a dedicated AEP Account Representative who is responsible for quoting, answering questions, processing claims, and expediting orders. Large contract customers are serviced by a dedicated Contract Customer Service Team (CCST) comprised of the most experienced AEP service representatives, each with extensive training in servicing that particular market segment (example: Department of Defense Acquisitions). Our vast procurement capabilities allow us to acquire thousands of commercial off-the-shelf amenity and hygiene items from hundreds of suppliers. AEP offers a range of value-added products and customized services. These include technical processing, order fulfillment, customized kitting, online ordering, EDI, and customized management reports. AEP is an acquisition service with a difference, going beyond just supplying readily-available items, and helping our customers to procure hard-to-get items, in any available quantity, at the right price. Whether they are procuring just one or hundreds of products, delivered to one or hundreds of addresses, with just one or hundreds of orders, we provide our customers with efficient, accurate, and professional fulfillment services – just what they need to keep their procurement process running smoothly.

## Capabilities

The heart of AEP's procurement capabilities is our proprietary inventory, ordering, and information management system. This system is all inclusive and has been custom built over the years by our internal Information Technology staff. At first it was built specifically for book and publication fulfillment, allowing AEP to access price, availability, and bibliographic information instantly. Using lessons learned over the 20 years that AEP has been in business, we have continually adapted and improved this IT system to provide us with the ability to efficiently manage all aspects of the business. We have leveraged this capability to access thousands of amenity and hygiene items for the production of customized comfort kits. This information can be manipulated efficiently to produce quotes comprising thousands of items at a time. Once finalized, an order flows seamlessly through to our experienced Purchasing Department, which has direct account relationships with all major and thousands of specialized U.S. suppliers. This IT system stands as one of AEP's significant competitive advantages and a primary source of our competitiveness and growth in the book and personal care markets.

Our experienced service staff of sales representatives, order processors, purchasing professionals, logistics specialists, IT and quality control experts, and administrative support staff all combine with our Management Team to provide the other major component of AEP's success. Our overall methodology for providing fulfillment services involves understanding the needs of our customers and satisfying those needs in the most efficient and cost-effective way possible. We strive to maintain an atmosphere of open communication, honesty, and competence that is sadly lacking in many business arenas today. This approach is especially helpful when fulfilling orders for procurement officials who must balance the needs of their customers against the framework established by strict acquisition regulations and deadlines. AEP does well in this area because we strive to adapt to the particular needs of the customer rather than require them to conform to the vendor's procedures. Our customer initiatives go beyond the physical processing requirements for delivered products and include such items as custom information contained in quotes, special recurring delivery requirements, substitution options, adhering to special billing procedures, providing custom status notifications, and providing for after-hours order processing, etc. We also routinely search for and provide cost-saving options for customers, often passing along unexpected savings in the form of lower invoiced costs or additional materials. AEP also offers sophisticated EDI ordering capabilities and customer report generation which are currently utilized by major customers such as the National Defense University. These same capabilities will enable AEP to promptly produce the order confirmations, distribution reports, and shipping certifications when needed.

AEP has been selling to institutional customers since our company's inception, having major customers in academic, corporate and governmental markets. Our governmental customers come from all three major divisions of the Federal Government, plus independent agencies and many state and local entities throughout the U.S. This experience has given AEP extensive

familiarity with the various BPA's and acquisition regulations used by these purchasing activities. Advanced Educational Products has the financial capability and resources to fulfill the obligations of the East Baton Rouge Parish Sheriff's Office contract. We maintain ample credit lines with thousands of publishers and distributors allowing for immediate acquisition of products. Contracts of all types, from single items going to hundreds of locations, or up to 40,000 of the same item going to a few locations, have been successfully obtained from suppliers, processed and consolidated, and delivered on time to numerous institutions: including colleges, school systems, state agencies, training facilities, and non-profits of all types - whether medical, military, academic, corporate, special, public or religious.

### **Management Approach**

The management of Advanced Educational Products strives to provide a service that allows customers to obtain the amenity/hygiene items that their institutions need in ways easier than they have experienced before. For large contracts, AEP uses a Contract Customer Support Team (CCST) model, which assigns a management-level Account Executive as the prime contact (typically a sales manager), an Executive Assistant, and experienced personnel representing each of the major functional areas, (sales, processing, IT, logistics and accounting). This allows a large contract customer to have immediate access to another team member familiar with their account and contract if the prime contact is unavailable. This CCST is specifically trained in the details of the contract. These representatives will provide superior customer service at all stages of the ordering process, from helping customers select the items they need, to ensuring that these items are delivered on-time where they are needed. The customer works closely with the Account Executive, who works full-time on this account, and is responsible for ensuring that the quoting, logistics, and account management are handled expeditiously by the team members. The Account Executive has management authority to assign duties to team members and allocate resources as necessary, ensuring that the necessary man-hours are assigned to complete all necessary functions.

The CCST also monitors other aspects of customer service such as Quality Control. The QC measures inherent in our ERP planning system will ensure that orders are processed, ordered, shipped, and billed promptly and accurately, and that responsible personnel will be contacted preemptively regarding any potential difficulties. Regular QC reviews are initiated by the V P of Operations who is a member of the CCST, which not only scrutinize internal operations' and adherence to policy, but also survey customers to get feedback on their experiences with AEP. It is in this way that we hope to remain proactive regarding potential service issues rather than reactive. This is a model that has worked well for AEP and our customers since its initiation. We believe that our high level of customer satisfaction and repeat *large contract* business indicates that we are successful in obtaining this goal. With our extensive in-house training programs customers can be assured that they are dealing with an Account Executive and team who

understands their needs, will adhere to the relevant procurement regulations, and has the authority to make decisions and solve potential problems quickly and efficiently.

Information regarding individuals who will serve in the key liaison roles for providing the East Baton Rouge Parish Sheriff's Office contract services is as follows:

**Main Vendor Contact:**

Name: Leah Hambridge  
Title: Director of Government Contracts, Personal Care Division  
Phone: 800-311-1522 ext. 30  
Fax: 716-446-5642  
E-mail Address: [lbutzek@aeppersonalcare.com](mailto:lbutzek@aeppersonalcare.com)

**Secondary Vendor Contact:**

Name: Jennifer Schwendler  
Title: Processing  
Phone: 800-311-1522 ext. 13  
Fax: 716-446-5642  
E-mail Address: [jschwendler@aepbooks.com](mailto:jschwendler@aepbooks.com)

**Vendor Contact for Fiscal Operations:**

Name: Laura Maldiner  
Title: Accounting Manager  
Phone: 800-311-1522 ext. 33  
Fax: 716-446-5642  
E-mail Address: [lmaldiner@aepbooks.com](mailto:lmaldiner@aepbooks.com)

**Vendor Contact for Logistics:**

Name: Lynn Zier  
Title: V.P. of Logistics  
Phone: 800-311-1522 ext. 36  
Fax: 716-446-5642  
E-mail Address: [lzier@aepbooks.com](mailto:lzier@aepbooks.com)

**Facilities/Capacity**

In regards to our corporate facility, AEP is located in a 700,000 square foot business/industrial complex within one of the main business districts of Buffalo, NY. Our facility is a free standing light industrial building with top notch logistical support, including a ten bay dock for freight, ground, LTL and express-carrier loading; plus internal high-speed (fiber optic) telephone, internet and data connections. Our facility allows us adequate space for processing and storage

along with significant overflow space for expansion and surge capacity when needed. The building itself is located in a designated Historically Underutilized Business Zone (HUBZone) which offers AEP significant relative cost advantages which can be passed along to our customer. By virtue of our rental agreement, AEP is required to maintain liability property inventory and business protection insurance above the mandated minimums.

AEP's administrative and executive offices are directly adjacent to our warehouse, allowing for quick communication between departments when last minute changes are requested by customers. Our shipping/receiving/warehouse facility utilizes laser barcode scanning integrated with our ERP system to track product through all phases of the receiving, storage, shipping and returns process. This integration highly automates the logistical processes and allows AEP to handle large volumes of products through its various stages of processes with relative ease. The system's integration with the USPS and FedEx networks also has proven its capability to process shipments going to hundreds of addresses for individual customers on a consistent basis. Examples of QC measures inherent in the system's capabilities are to address verification and shipment weight confirmation. Any inconsistencies between the pack list expected product weight and the actual shipment box weight causes a box to be kicked out of the workflow line for further review. This integration amongst our internal IT system, Ship Rush logistics software and the Endecia network also creates redundant and secure shipping records necessary for creation of custom management reports archiving and later retrieval.

As mentioned before the core of AEP's capability to provide excellent performance on this East Baton Rouge Parish Sheriff's Office contract is our custom built IT platform, which has been specifically designed to support kitted fulfillment. Our company utilizes a fully integrated real time information system which provides a broad range of capabilities to support all critical back office functions. With features for Order Entry, Purchasing, Inventory Control, Shipping, Invoicing, and more, the software system controls, monitors, and improves core operations across the entire business.

## **Past Performance**

AEP has been supplying amenity kits and hygiene products for over five years to various organizations, including over 20 Job Corps and the Department of Defense. AEP is an expert in fully customizable personal hygiene kits and amenity items. With our access to top brand name manufacturers along with vendors that can provide great products at lower prices, AEP can supply a large quantity in a short time. Our vast resources allow you to select from hundreds of different items to complete your order.

AEP understands the requirements and problems inherent in administering government procurement contracts. Our previous fulfillment of contracts, purchase orders, and blanket agreements with government agencies of all types has prepared us well for the anticipated requirements of this agreement. We have fulfilled numerous orders for all types of items, in all

quantities, shipped by numerous methods, to all areas of the world. AEP has completed these contracts on time, within budget, and meeting the expectations of the customers we serve. This experience has given us an understanding of the unique needs and requirements for institutional and government customers.

We understand what government suppliers want and in our efforts to make the procurement process more efficient for both the customer and our company, AEP can offer:

- Consistent service from a reliable supplier, that is available for quick consultation when necessary.
- Ability to consolidate orders in order to avoid unnecessary paperwork.
- On-time shipments with accurate packing lists and invoices submitted properly to the correct payment center.
- Notification when potential delays may occur and the ability to confirm and track shipments wherever they may be worldwide.
- Mid-order status reports are also important, as are flexible ways to obtain this necessary information.
- Adherence to the important acquisition regulations and a close watch on the timing of invoices in order to adhere to fiscal/budget cycles and deadlines.

AEP has been working on a major project that is similar to this solicitation:

**Health & Comfort Packs (HCP Kits) Types I, II, and III**

**Name of Customer:** The Defense Logistics Agency, Troop Support (DLA)

**Customer POC:** Tiendung Nguyen

**Detailed Description:** AEP is currently working on a major contract with the Defense Logistics Agency, Troop Support (DLA) in which we are supplying Health & Comfort Packs Type I, II, & III kits that are being shipped to active duty military and disaster relief efforts worldwide. Type I kits are comprised of 18 various Hygiene items for 10 individuals; Type II kits include female hygiene supplies for 10 individuals; Type III kits include self-heating personal hygiene body wipe for bathing.

**Dollar Value of Project:** \$4.8 million

**Period of Performance:** September 2011 – October 2013, March 2014 – March 2019

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The following chart contains a list of several of AEP's government and non-government current contracts exceeding \$100,000 and selected current contracts under \$100,000 with points of contact and Phone numbers to serve as references.

*Past Performance References:*

Agency	Contract Number	Address	Contact	Phone Number
Defense Logistics Agency Troop Support	SPE3S1-14-D-Z103 (Health & Comfort Packs – HCP Kits)	700 Robins Ave Philadelphia, PA 19111	Tiendung Nguyen	(215) 737-0825
General Services Administration (GSA)	BPA #GS-07F-DA086 (Hand Sanitizer)	819 Taylor St, Rm 7A37 Fort Worth, TX 76102	Holly Eskridge	(817) 850-8365
Arizona Department of Health Services	ADHS15-0-090917 (Personal Care Products for AZ State Hospital)	1740 W. Adams St. Suite 303 Phoenix, AZ 85007	Miranda Riojas	(602) 542-2942
Montgomery County Correctional Facility	Admission Hygiene Kits	60 Eagleville Road Eagleville, PA 19403	Timothy Haley	(610) 635-7164
Old Dominion Job Corps	Ditty Bags	1073 Father Judge Rd. Monroe, VA 24574	Sandy Scalf	(434) 929-8449

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**\*NOTE ON CUSTOMER SERVICE:** In order to provide the best service possible, AEP Personal Care Division provides a dedicated personal account manager who oversees all aspects of their account, answers questions, makes special arrangements, and professionally expedites orders.

AEP Personal Care Division offers individual attention, allowing for same-day researching, ordering and follow-up. Orders can be placed via our toll-free telephone number, internet, fax, or email. Order confirmations are sent upon placement and order status updates are sent to each customer including any backorder reporting. This ensures urgently needed items are received on time. Status reports are issued upon request or according to the contract.

AEP Personal Care Division is dedicated to offering Simply Better Service. That is why when you call us, during business hours, you will not be sent through an automated system. Each time you call, you will be able to speak to one of our friendly team members to handle any need efficiently and professionally.

**\*\*NOTE ON RETURN POLICY:** AEP Personal Care Division offers a 60 Day Return Policy (60 days from receipt of product). All product must be unused. If the item is being returned due to customer error, customer may be responsible for return freight of the merchandise.



AEP's 60 day return policy will be considered active on the date the merchandise is signed for and not the date of opening of packages, thus packages should be inspected immediately upon receipt.

All return requests should be directed to the AEP Personal Care Division by either calling customer service at 800-311-1522 ext. 30 or emailing [sales@aeppersonalcare.com](mailto:sales@aeppersonalcare.com). Any returns received without prior notification (unauthorized returns) may be refused and sent back to sender and will be considered a violation of our return policy. AEP cannot guarantee the customer will receive credit under these circumstances.

**\*\*NOTE ON CREDIT FOR RETURNS:** Once the product has been received back at AEP's warehouse, the customer will be credited for the return. Finalization of credit may take approximately 5-7 business days after receipt to AEP. If an item is returned used, credit will not be issued, with the exception of damaged or defective items.

**\*\*NOTE ON DAMANGED/DEFECTIVE SHIPMENTS:** Damaged and/or defective claims must be reported within 30 days of receipt of shipment to [sales@aeppersonalcare.com](mailto:sales@aeppersonalcare.com) with a description of damages and/or defects to goods. A damage claim will be immediately filed and the customer may choose to receive replacements or be refunded.

**\*\*NOTE ON SHORTAGES:** Orders that are short shipped must be reported within 15 days of receipt of shipment by emailing [sales@aeppersonalcare.com](mailto:sales@aeppersonalcare.com). A shortage claim will immediately be filed and replacements will be shipped to the customer within 1-2 business days. Shortage claims received after 15 days will be forwarded to manufacturers for their approval however we cannot guarantee they will be honored.

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On behalf of management and staff of Advanced Educational Products, we appreciate this opportunity to be considered as an awarded vendor for the fulfillment of Inmate Toothpaste. We feel that this contract opportunity is an excellent fit for the services that we offer and that we could greatly benefit the East Baton Rouge Parish Sheriff's Office in its quest to provide amenity and personal care items. If you have any questions or need further clarification of any representation in the proposal, please feel free to contact us at the numbers below. We look forward to the opportunity to serve you.



**ADVANCED EDUCATIONAL PRODUCTS, INC.**

***A HUBZone Small Business***

2495 Main Street, Suite 230, Buffalo NY 14214

Toll Free: 800.311.1522 ext. 30 | Fax: 716.446.5642

[www.aeppersonalcare.com](http://www.aeppersonalcare.com)